Curriculum

Semester Credit Units | **ECTS-Credits**

	1	2	3	4	5	6
PRINCIPLES BUSINESS & MANAGEMENT						
Fundamentals of Marketing	3 | **4**					
Strategic & Operational Decision-Making	3 | **4**					
Accounting	3 | **4**					
Controlling		3 | **4**				
Fundamentals of Innovation Management		3 | **4**				
Human Resource Management		3 | **4**				
Project & Quality Management		3 | **4**				
Finance & Investment			3 | **4**			
Online Marketing			3 | **4**			
Business Process Management			3 | **4**			
Strategic Business Management			3 | **4**			
Entrepreneurship			3 | **4**			
Forum Entrepreneurship				1.5 | **2**		
Turnaround Management					3 | **4**	
TRACK: MARKETING . ORGANIZATIONAL DEVELOPMENT . INNOVATION						
MARKETING & SALES						
Design of Market Offer				3 | **4**		
Strategy & Brand Management				1.5 | **2**		
Management of Marketing Channels					3 | **4**	
COMPETENCE DEVELOPMENT						
Personnel & Competence Development				3 | **4**		
Organizational Development & Change Management					3 | **4**	
INNOVATION						
Strategic Innovation Management				3 | **4**		
Future Challenges for Innovation Management					3 | **4**	
TRACK: CONTROLLING . SUPPLY CHAINS . STRATEGY						
CONTROLLING & FINANCE						
National & International Accounting				3 | **4**		
Tax Law & Tax Policy				1.5 | **2**		
Success Monitoring – Reporting, Analysis, Business Intelligence					3 | **4**	
SUPPLY & VALUE CHAIN MANAGEMENT						
Business Process Mgmt. & Interorganizational Information Systems				3 | **4**		
Supply Networks & Value Management					3 | **4**	
STRATEGY						
Growth & Financing				3 | **4**		
Strategic Success & Financial Planning					3 | **4**	
ECONOMICS & LAW						
Fundamentals of Law I + II	3 | **4**	3 | **4**				
Fundamentals of Economics		3 | **4**				
Economics, Ethics & Responsibilities			3 | **4**			
SOCIAL & COMMUNICATIVE SKILLS						
Team Building & Communication	3 | **4**					
Self-Management . Motivation . Leadership					1.5 | **2**	
Business English I-V	1.5 | **2**	1.5 | **2**	1.5 | **2**	1.5 | **2**	1.5 | **2**	
SCIENTIFIC METHODICAL COMPETENCIES						
Introduction to Academic Work	3 | **4**					
Mathematics & Statistics	3 | **4**					
Qualititative Research Methods		3 | **4**				
Quantitative Research Methods			3 | **4**			
Coaching Bachelor Thesis					1.5 | **2**	
Bachelor Thesis						2 | **12**
Bachelor Examination						0 | **1**
INTERDISCIPLINARY SKILLS						
Integrative Project				6 | **8**		
Integrative Business Studies				3 | **4**		
Interdisciplinary Elective					3 | **5**	
Internship					0 | **5**	0 | **7**
International Studies						5 | **10**
SEMESTERWOCHENSTUNDEN | **ECTS-CREDITS**	22,5 | **30**	22,5 | **30**	22,5 | **30**	22,5 | **30**	18 | **30**	7 | **30**